



## National Minority Mental Health Awareness Month Media Contest

In 2008, the US House of Representatives proclaimed July as **Bebe Moore Campbell National Minority Mental Health Awareness Month**. To raise awareness of mental illness, prevention, treatment, and research in diverse communities during this month, the Virginia Department of Behavioral Health and Developmental Services, Colaborando Juntos, and NAMI-Virginia sponsored a *Media Contest for Minority Mental Health Awareness*.

During the month of July, participate in, host, and/or sponsor an activity for youth and/or adults promoting awareness of mental illness, prevention, treatment and research in diverse communities. Media was reviewed and rated in two categories: youth activities & adult activities.

The top entries were selected as follows:

### Adult Division

**Fairfax Falls Church Community Services Board** – Prevention Services- Awareness Campaign

**Alexandria Department of Community and Human Services- Center for Adult Services- Community Supports Services Division**- Special Event- Recognition and Recovery

### Youth Division

**BVision**- Video- Bust a Myth

**Henrico Area Mental Health and Developmental Services- Prevention Services**- Video- Friendship

**Fairfax Falls Church Community Services Board- Prevention Services**-Special Event- What is good mental health; what does it mean to me and my friends?

*All winning entries can be seen by clicking here.(will put link when darlene posts)*

*Special thanks to all those who entered and donated prize funds for this contest*

In partnership with



**National Minority Mental Health Awareness Month  
Media Contest  
Winners 2011**

**ADULT DIVISION**

**Fairfax Falls Church Community Services Board- Prevention Services**



**PREVENTION SERVICES**

Laura Yager, M.Ed.,  
LPC, CPP  
Director, Prevention  
Services

Jamie MacDonald,  
M.Ed., CSAC  
Director, Prevention  
Programs

July 18, 2011

Cecily Rodriguez  
Office of Cultural and Linguistic Competence  
Virginia Department of Behavioral Health and Developmental Services  
1220 Bank St.  
P. O Box 1797  
Richmond, VA 23218-1797

Dear Ms. Rodriguez:

The Fairfax-Falls Church Community Services Board (CSB) would like to submit an entry in the Media Contest (Adult Division) for National Minority Mental Health Awareness Month.

Our Prevention Services staff created the enclosed flyer to promote awareness among our own staff (about 1,200 employees). We also distributed the flyer electronically to a wide range of community partners including local nonprofits, coalitions, faith-based organizations, and county partners.

The information was picked up by the county's Disability Services Planning and Development staff in the Department of Family Services and included in the July 15 issue of their e-newsletter, which is distributed to a wide audience of county residents interested in issues pertaining to people with disabilities.

We placed key points from the poster on our public webpage  
<http://www.fairfaxcounty.gov/csb/news/minority-mental-health-month.htm>

Today, our county's Office of Public Affairs sent the information out via RSS feed as the lead item on the county's daily "Newswire" which reaches thousands of county residents and news media contacts.

We believe that this is an excellent example of how public agencies can leverage public information resources by taking messages developed for posters or flyers, repurposing them for electronic distribution, and then utilizing existing networks, list-serves and electronic newsletters to raise awareness not only of issues but also of existing resources, so that people know where to turn in their community for help.

Thank you for your consideration.

Sincerely,

Bharati Patel  
Fairfax-Falls Church Community Services Board


Attachments

George Braunstein  
Executive Director  
Fairfax-Falls Church  
Community Services  
Board

Carolyn Castro-Daellan  
Deputy Director  
Fairfax-Falls Church  
Community Services  
Board


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[www.fairfaxcounty.gov/csb/prevention](http://www.fairfaxcounty.gov/csb/prevention)




**FAIRFAX-FALLS CHURCH  
COMMUNITY SERVICES BOARD  
PREVENTION SERVICES**

**Fairfax-Falls Church CSB Prevention Services**  
**Health Promotion and Resources**  
 Connecting Communities, Creating Possibilities,  
 Opening Doors to Services




# National Minority

## Mental Health Awareness Month



### What's the Deal?




- 1 in 5 people have a mental or neurological (nervous system/including brain) disorder at some point in their lives.
- People of racial and ethnic minority status are less likely to get diagnosed and treated for their mental illnesses.
- People of racial and ethnic minority status have less access to and availability of mental health services.
- Language matters— some cultures don't have words for "depressed" or "anxious."

- There is a lack of mental health providers who are bilingual and bicultural.
- Treatment (medicines & therapy) works, but almost 2/3 of people with a known mental illness never get help from a health professional (doctor, psychiatrist, etc). -www.nami.org

### What can you do about it?

- Learn as much as you can about mental health and how to recognize signs of illness.
- Talk about what you're learning. Stigma and prejudice associated with mental illness often keeps people from seeking the help they need.
- If you know someone who needs help, contact the Fairfax-Falls Church Community Service Board at 703-383-8500, TTY 711, to find out about services and resources in our community. Telephonic translation is available to anyone who calls.
- In emergencies, call CSB Emergency Services at 703-573-5679, TTY 703-207-7737 or the Fairfax Detoxification Center at 703-502-7000, TTY 703-322-9080.



**Get More Info:**

- nami.org/multicultural
- fairfaxcounty.gov/csb/prevention
- nccpas.org
- nlbha.org/
- strengthofus.org
- mentalhealth.samhsa.gov
- nimh.nih.gov

Fairfax County is committed to nondiscrimination on the basis of disability in all county programs, services and activities. To request this information in an alternate format, call 703-324-7000, TTY 711.

## Alexandria Department of Community and Human Services- Center for Adult Services- Community Supports Services Division

### *WE HONOR AND CELEBRATE OUR ACCOMPLISHMENTS AND OUR DIVERSITY*

On July 14<sup>th</sup> family members, friends and employees gathered to celebrate the accomplishments of an outstanding group of residents of the Mental Health and Substance Abuse Residential Treatment program with the Alexandria Department of Community and Human Services. The ceremony was sponsored by the residents' Advisory Committee and the Friends of the Alexandria Mental Health services. The Advisory Committee was established to give residents another venue to participate in their recovery, and help improve the program and the services. Three years ago the Committee came up with the idea to honor those residents, who have accomplished a major goal in their lives and since then we have had more than 50 residents whose success we celebrated. This year achievements ranged from a completion of a Master's degree in computers and enrollment in a



PhD degree program, to landing full time and part time jobs, or setting a goal to live healthy, choosing a weight loss program and sticking to it. The room was brimming with hope that everybody, who is reaching up to their dreams can achieve them, and with joy from hard work, well rewarded. A common thread in the honorees' words to the guests was the desire to give back to the community and the pride to be able to do that.

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## YOUTH DIVISION

### BVision- Video- Bust a Myth

<http://www.youtube.com/watch?v=qPmpCcTzj1M&feature=email>

### Henrico Area Mental Health and Developmental Services- Prevention Services- Video- Friendship

<http://www.youtube.com/watch?v=ehIWczZmm98&feature=email>

### Fairfax Falls Church Community Services Board- Prevention Services-Special Event

The Fairfax-Falls Church Community Services Board (CSB) would like to submit an entry in the Media Contest (Youth Division) for National Minority Mental Health Awareness Month. The CSB Prevention Services Division partnered with Teen Services in the Department of Neighborhood and Community Services and the VIP Camp which is held at the Fairfax County Public Schools.



This project focused on helping youth become more aware of the issues around access and treatment in minority communities. Another focus was the issue of stigma and prejudice associated with mental illness and how stigma and prejudice can be mitigated. Youth learned about the special issues related to minorities in relation to mental illness. Additionally, youth explored mental wellness concepts in connection with minority mental health and in reference to access and treatment. Youth were encouraged to participate in a poetry slam and/or a poster contest. The theme was: *What is good mental health; what does it mean to me and my friends?* Youth

shared their work with each other on July 26, 2011. 55 youth participated in the entire program. 15 youth turned in artwork and/or poems and shared it with the larger group. Artwork by a participant is attached. Students gained a greater understanding of the issue of minority mental health as well as information on how to access services.

## A partnership of

